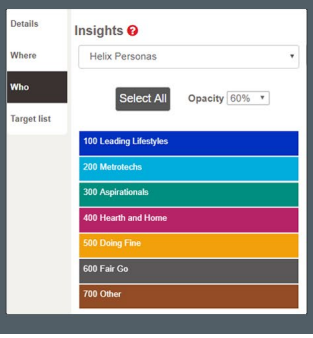
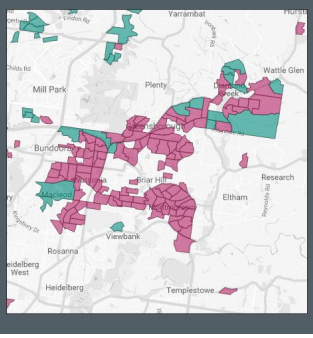
Introducing Customer Insights

Customer insights help you reach your target audience. Use customer insights to locate a specific audience or target 'like' customers. Combine customer insights with the geographic targeting capabilities of Campaign Targeter to more effectively plan your promotional mail campaign.

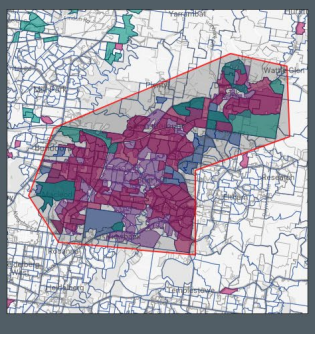
1 Select customer insight options



2 View your selected audience on the map



3 Target campaign delivery



Types of customer insights

Helix Personas®	Helix Personas® is a unique and powerful consumer segmentation methodology that combines sophisticated psychographic and behavioural data to classify the Australian population using a combination of Roy Morgan single source data and third-party data sources. Within Campaign Targeter, you can select from 56 Helix Personas® and 7 Communities to locate and view your target customers while mapping your campaign.
Demographics by Australian Bureau of Statistics (ABS)	Demographics from the ABS Census allow you to target customers on age, gender and household income.
Activities and Interests by Roy Morgan Research	Activities and Interests by Roy Morgan Research allows you identify areas of specific consumer behaviour to target customers more effectively. Examples include: • Ordered a pizza for home delivery • Ordered other home delivery food • Bought from a catalogue in last 7 days • Read a catalogue in last 4 weeks • Read unaddressed mail in last 7 days • No addressed mail read in last week

To learn more about Helix Personas®, visit: **helixpersonas.com.au**

For more helpful information and to register, visit: **auspost.com.au/campaigntargeter**

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